



ADVOCACY IN THE ARTS

May 15, 2024

Our next online session on May 15, 2024 is focused on Advocacy in the Arts. Too many arts leaders are juggling advocacy “off the side of their desks” while they are delivering core arts programming. Yet board members are key to advancing the cause. Guest speaker **Kate Cornell** will guide us in activating and engaging in strategic government relations as a way to secure additional funding and to build your organization’s brand. Let’s learn how to make real change in our sector, together.



Kate Cornell, PhD is a policy wonk, writer, and advocate. Kate has worked in the nonprofit sector for more than twenty years and has held positions such as Executive Director with the Canadian Dance Assembly, Director of Research and Training with Aftermetoo, and Interim Director of Public Policy and Advocacy with Imagine Canada. With a PhD in Communications and Culture, Kate is a published author with more than 60 articles and publications to her credit. Kate has taught two university/college courses and one professional development training in arts advocacy and cultural policy. Kate is grateful to live on the traditional territory of the Mississauga of the Credit, the Wendat, and the Haudenosaunee, in Scarborough with her husband, two kids, and her cat.



Michelle Yeung is the current Lead of Creative Champions Network. She is a graduate of Toronto Metropolitan University (BFA) and York University (BA) and is a graduate candidate of Dalhousie University (MBA Leadership). She has also successfully completed programs through Boston University (Fundraising) and Ivey Business School (Leadership) and maintains her Certified Fund Raising Executive designation.

Over her career she has held positions at Dance Arts Institute, Tafelmusik, Factory Theatre, Canadian Stage, Sony Centre and more. Michelle’s involvement in the community is also extensive. She been a guest speaker and presenter for post-secondary arts programs, and at various conferences and events. She has also hosted and mentored many students through program placements in arts administration. Further, Michelle serves as co-chair of the board of directors of Mass Culture, a committee advisor to the Humber College’s Art and Cultural Management program, and is an arts consultant with The Arts Firm.

HELPFUL RESOURCES

Advocating for the Arts: Cultural Policy and Municipal Leadership

<https://www.businessandarts.org/blog/culturalpolicy/>

Building the Charitable Sector’s Policy Muscle

<https://thephilanthropist.ca/2023/03/building-the-charitable-sectors-policy-muscle/>

Reflection on Why Bother?! Webinars from Mass Culture

<https://massculture.ca/2023/04/reflections-on-t-r-a-i-n-5-takeaways-from-the-arts-advocacy-and-activism-learning-stream-by-josh-marchesini/>

Developing Effective Government Relations and Advocacy Strategies for Canadian Arts Organizations Micro-credential

<https://continuingstudies.ocadu.ca/public/category/courseCategoryCertificateProfile.do?method=load&certificateId=18744365>

ONN Advocacy Toolkit

<https://theonncan.ca/wp-content/uploads/2019/07/ONN-Advocacy-Toolkit.2019.pdf>

CALL FOR PARTICIPANTS!

For 2024/2025, we will be continuing our case-based learning sessions. This format will continue to provide an opportunity for us to take an in-depth look into an arts organization’s specific governance question or problem, apply our knowledge as a collective group and develop our analytical and critical thinking skills so we can prepare ourselves when we navigate and overcome challenges at our own organizations.

Do you have a governance problem or questions you would like to solve with the network? Please get in touch with Michelle at ccn@torontoarts.org

THANK YOU!

To all of our sponsors and supporters

QUESTIONS? THOUGHTS? CONTACT

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